FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00029563 **Type of Permit:** FILMING **Release Date:** 07/13/2010

Production Company UBER CONTENT

Insured Company Name UBER CONTENT

Contact Phone No. 1 323-860-8686
Contact Phone No. 2
Fax 323-860-8689
Address 1040 NORTH LAS PALMAS AVE, BUILDING 7N
LOS ANGELES, California 90038

Production Title PUBLIX

Type of Production Commercial - Standard

Producer Tom Lowe

Director Cole Webley

1st AD Freddy Childers

Production Manager Randy Emfinger

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Chris Foels
Primary Phone Mobile - 818-209-9787
Secondary Phone Office - 323-860-8686

Location Assistant Chris Foels
Primary Phone Mobile - 818-209-9787
Secondary Phone

Fees

Posting 900	$78.00
Posting 1200	$104.00
Notification Charge	$310.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE SAFETY OFFICER	$320.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$240.00
FILMLA MONITOR FEES OVERTIME	$180.00
FILMLA MONITOR FEES - DOUBLE TIME	$240.00

Total Permit Fee $2,182.00

Number of Locations 2

NOT A PERMIT

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Summary Information — Location

Permit Number F00029563
Production Company UBER CONTENT
Insured Company UBER CONTENT
Production Title PUBLIX

Location Manager Chris Foels
Primary Phone Mobile - 818-209-9787
Secondary Phone Office - 323-860-8686

Location Address 3534 Butler Ave, Los Angeles, CA, 90066

Location Type Private Residence

Film Dates 7/14/2010 - 7/14/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document UberContent.Publix.29563.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	45
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	55

Filming Activities Equipment on property; Equipment on sidewalk only.; Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Approvals LOS ANGELES POLICE DEPARTMENT Raymond Garvin

Parking
Base Camp
Location Type : Location
Crew Parking
Location Type : Church
Street : St Bedes Church, 3590 Grand View Blvd 0700-2200 hrs (Spot check ok per Insp Roth)

Posting "No Parking" signs E/S Butler Av., Charnock Rd - Westmisnter Av
N/S Westminster Av., Butler Av -East 150'

Approximate Footage 601 - 900 **Log Number** 302

Date(s) 7/14/2010 to 7/14/2010 **Time(s)** 07:00 to 22:00

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Summary Information — Location

Permit Number	F00029563	**Location Manager**	Chris Foels
Production Company	UBER CONTENT	Primary Phone	Mobile - 818-209-9787
Insured Company	UBER CONTENT	Secondary Phone	Office - 323-860-8686
Production Title	PUBLIX		

Location Address 525 N Arbramar Ave, Pacific Palisades, CA, 90272

Location Type Private Residence

Film Dates 7/15/2010 - 7/15/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
FilmLA Monitor required at a minimum of four hours.
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document Pacific Palisades July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	45
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	55
FilmL.A. Monitor(s)	1
LA City UFSO assigned	25746

Filming Activities Equipment on property; Equipment on sidewalk only.; Interior and exterior dialogue; FilmLA monitor required 0600-2200 hrs;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Approvals LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT — Veronica Jaimez
LOS ANGELES POLICE DEPARTMENT — Melissa Hernandez

Coordinator Note
UFSO required 7/15 0700-1100 hrs per Capt Fowlks.
UFSO is required to contact LAFD Film Unit if he/she is needed to stay longer and company will be responsible for additional fees.

Parking

Base Camp	Crew Parking
Location Type : Location	Location Type : Church Street : Pacific Palisades Presbyterian, 15821 Sunset Blvd 0700-2200 hrs (Spot check ok per Insp Roth)

Posting "No Parking" signs
W/S N Arbramar Av., Miami Wy - Wynola St
E/S N Arbramar Av., Wynola St - going N. to 544 Arbramar Av
S/S of Miami Wy, Arbramar Av - Almar Av

Approximate Footage 901 - 1200 **Log Number** 317

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Summary Information — Location

Permit Number	F00029563	**Location Manager**	Chris Foels
Production Company	UBER CONTENT	Primary Phone	Mobile - 818-209-9787
Insured Company	UBER CONTENT	Secondary Phone	Office - 323-860-8686
Production Title	PUBLIX		

Date(s) 7/15/2010 to 7/15/2010 **Time(s)** 07:00 to 22:00

NOT A PERMIT

Appointment of Beautiful Day Permits
As Authorized Agent and Representative

Permit #F00029563

I certify that I am a representative of UBER CONTENT ("Principal") and am authorized to enter into binding contractual agreements on it behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Beautiful Day Permits and its employees and agents ("BDP") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through ("Film L.A., Inc.") for any city, county or other jurisdiction where Film L.A., Inc. operates; to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to and such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner of messenger used by) BDP. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints BDP as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film L.A., Inc. and any city, county, or other jurisdiction where Film L.A., Inc operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this be revoked by Principal at any time in writing delivered to Film L.A., Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint BDP as agent for Principal, and based upon that authority I hereby appoint BDP as Principal's agent as set forth herein.

Dated: 7-13-10

UBER CONTENT
Name of Principal

By: [signature]
Representative's Signature

Christopher Faris
Print Representative's Name

Location Manager
Representative's Title

1040 N. LAS PALMAS
L.A., CA 90038
Principal's Address

323-860-8686
Principal's Telephone

Jordan & Michaela Wright
Beautiful Day Permits
Phone (626) 934 - 1280
Fax (626) 934 - 1281

NOT A PERMIT

SPECIAL FILMING CONDITIONS
PACIFIC PALISADES, PALISADES HIGHLANDS AND CASTELLAMMARE AREAS

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The following Special Filming Conditions have been established to mitigate the concerns of local residents. These Conditions are a result of meetings with the Pacific Palisades Town Council, City Council Office representatives and area residents.

- **FilmL.A. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities or equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A.. The approved times must be indicated on the permit.

- **No weekend or holiday filming unless approved by FilmL.A.**

- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardener's activities, trash pick up, safe use of streets or access to resident driveways, unless approved by the affected residents. ***In some instances, it may be necessary for companies to post both sides of the street to maintain proper access for emergency vehicles and area residents.***

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Lighting is to be confined to the specific site and shall not adversely impact neighbors and/or traffic.**

- **Cast and crew may not park on area streets.** Off-street parking must be provided.

- **Prep and strike days must be included on the permit and may not take place on weekends unless approved by FilmL.A.**

NOTE: ADDITIONAL CONDITIONS ARE APPLICABLE FOR THE HUNTINGTON PALISADES, RIVIERA ESTATES, PALISADES BLUFF AREA AND THE INTERSECTION OF ALMA REAL AND OCAMPO DRIVES.

FilmL.A., Inc. NOT A PERMIT